Staff Memorandum

To	Mayor A. Nuttall, Deputy Mayor R. Thomson and Members of Council
Subject	Barrie Transit and School Board Partnership Program Update – Mid-Year Expansion
Date	April 22, 2026
Ward	All
From	B. Forsyth, Director of Transit and Parking Strategy
Executive Member Approval	R. James-Reid, General Manager of Access Barrie
CAO Approval	M. Prowse, Chief Administrative Officer

The purpose of this memorandum is to provide Council with an update concerning the ongoing high school transit pilot program delivered in partnership between Barrie Transit and the Simcoe County District School Board (SCDSB).

As outlined in the end-of-year update previously provided to Council, the Service Mirroring Pilot Program has continued through the 2025/26 school year with mixed participation results at two SCDSB High Schools (Innisdale SS & Maple Ridge SS). While student uptake has remained lower than anticipated, feedback from participating students and SCDSB administration has been consistently positive, and both Barrie Transit and the SCDSB remain committed to evaluating the long-term viability of the program.

Per Council Direction 24-G-076, City staff and SCDSB officials have continued to collaborate on strategies to increase participation throughout the school year. As part of this ongoing work, and following further discussions with the Board, both parties have agreed to expand the pilot for the remainder of the current school year.

In March 2026, Barrie North Collegiate Institute was added as a participating school for the balance of the 2025/26 school year, with capacity to support up to 100 additional eligible students. Analysis confirms that transit capacity within the proposed pilot zone(s) can accommodate the additional ridership without adverse impacts to existing service levels.

The addition of Barrie North Collegiate Institute aligns with the shared objective of testing the pilot under a broader set of conditions and with a larger student population. This mid-year expansion will also provide valuable data to inform on participation and viability of the pilot.

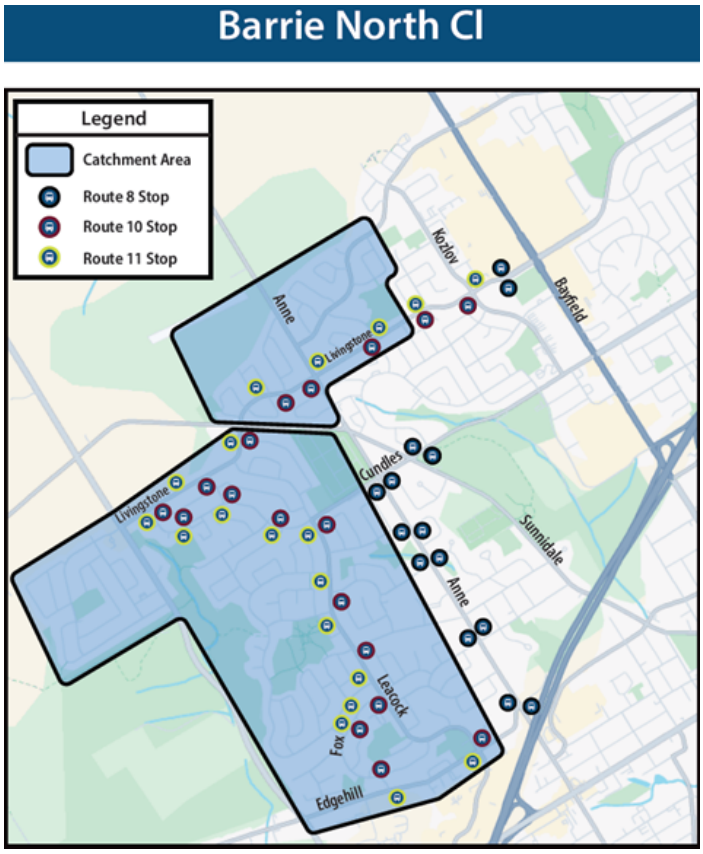
City staff will continue to monitor participation, ridership patterns, and operational impacts throughout the remainder of the school year and will report back to Council

with updated findings and recommendations as part of the ongoing evaluation of the pilot program.

By continuing to strengthen partnerships with local schools, the City is advancing efforts to support sustainable, accessible, and student-focused transportation options within our community.

Appendix:

Appendix A – Barrie North CI Program Catchment Area



Memo Author:

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Not Applicable